

Alex Carvalho
DIGITAL DESIGNER & ART DIRECTOR
LONDON, UK

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Hello, I'm Alex.

I'm a Senior/Lead Visual Designer and Art Director, based in London with more than 15 years of experience in concept creation, team managing, creative directing & mentoring, and strategic thinking.

Started working in agencies in Lisbon (McCann Erickson, Ogilvy Design and BBDO/Proximity among other), doing both Digital and Print work. Also, I've worked in smaller digital agencies/studios.

In the last 8 years, I've been more focused in Digital Design Director / Creative Direction or Lead Designer roles in digital projects, where I've managed the creative and production teams, worked in workflow optimization and client presentations for websites, mobile apps, campaigns, social media, intranet/cms, among others.

HIGHLIGHTS

- Excellent visualisation skills
- Detail-oriented (pixel perfect)
- Good team leading abilities (lead by example)
- Hands-on (as needed)
- Naturally a pro-active person
- Trends & technology aware
- Strong UX knowledge
- Great skills with Photoshop, Illustrator, InDesign. Some skills on Cinema4D and animation
- Good visual culture and knowledge
- Fluent in English, Portuguese and French; good Spanish spoken.

EXPERIENCE

London
MAY 2017 - ...
LEAD VISUAL DESIGNER
Misc
Working on pitches and small projects in various London agencies and Studios (Possible, Foolproof, Investis, IBM IX...).

London
MAY 2017 - MAY 2017
DIGITAL DESIGN DIRECTOR
Possible
Working on a pitch for a global cosmetic brand (website redesign) .

London
FEB 2017 - APR 2017
SENIOR VISUAL DESIGNER
AKQA London
Concept designs for multiple pitches; digital design & build of a worldwide financial company.

London
AUG 2016 - JAN 2017
LEAD VISUAL DESIGNER
Foolproof
Concept designs for multiple pitches; digital design & build of a worldwide financial company.

London
JAN 2016 - AUG 2016
LEAD VISUAL DESIGNER
Else London
Leading the web design and build of financial bank; pitches for mobile app; redesign for a shared economy website (workspaces renting).

London
JAN 2016
SENIOR VISUAL DESIGNER
Scoop Retail
Redesign of the company's website.

London
DEC 2015
SENIOR UI DESIGNER
Investis
Website pitch for a B2B company..

London
DEC 2015
SENIOR UI DESIGNER
Spring Studios
Web project for Hugo Boss and D&G fragrances.

London
OCT 2015 - NOV 2015
DIGITAL DESIGN LEAD
Adam&Eve DDB / Cain&Abel
Working on digital ideation and design projects, across multiple channels (web campaign, DOOH, display ad and activation).

London
SEP 2015 - OCT 2015 LEAD/SENIOR VISUAL DESIGNER
Brilliant Basics
Redesigning new iOS apps for corporate brands, giving them a consistent digital language and experience.

London
JUL - AUG 2015 LEAD VISUAL DESIGNER + UX ARCHITECT
MPC/CHI Partners
Update of the TalkTalk X Factor mobile app.

London
JUN 2015 SENIOR VISUAL DESIGNER
The BIO Agency
Pitch: website redesign for UK Butlin's Resorts (inc. booking journey).

London
MAY 2015 LEAD VISUAL DESIGNER
MPC
Redesign of the company's worldwide Intranet.

London
APR 2015 SENIOR ART DIRECTOR
Analog Folk
Working in the Malibu digital summer campaign.

London
APR 2015 LEAD VISUAL DESIGNER
MPC
Design the interface for the upcoming Mac OS X app "ACE" - an app dedicated to use the proprietary animated character engine.

London
MAR 2015 - APR 2015 DIGITAL DESIGN DIRECTOR
OWLR (startup)
Create a new visual language for the mobile app OWLR: new redesigned logo, more optimised user experience and a new interface flexible enough to adapt to "flavoured" spin-off apps.

London
FEB 2015 - FEB 2015 LEAD UX/UI DESIGNER
MPC/TBWA
Working on the upcoming new Aquafresh app, using a 3D character library animating in realtime (using Unity 3D engine).

London
OCT 2014 - JAN 2015 LEAD UX + VD DESIGNER
MONITISE CREATE
Joined an innovation team to work on mobile payments ideas for Visa, Europe, from concept to prototyping.

London
AUG 2014 - OCT 2014 HEAD OF CREATIVE
TOTALLY COMMUNICATIONS

Managed a creative team on multiple web projects for clients such as NHS, Betway Group and Just Storage.

London
MAY 2014 - AUG 2014

LEAD VISUAL & UX ARCHITECT

MPC/...

Working in X-Factor/TalkTalk mobile app and website experience - a project by MPC/CHI Partners.

Also working on a MPC/Weiden+Kennedy project for the Children Helpline International (www.freeourvoices.org).

London
MAR 2014 - MAY 2014

HEAD OF DESIGN

August Media

Revamp of websites or microsites (IKEA Family, OD Group, GAP) and new visuals for new clients (LighterLife).

London
FEB 2014 - MAR 2014

SENIOR UX/UI DESIGNER

Monitise Create

Wireframe and UX ideas for the version 2 of FIFA.com app, mostly centered in Brazil WorldCup 2014 new features.

Lisbon
SEP 2013 - DEC 2013

LEAD DIGITAL DESIGNER / ART DIRECTOR

BBDO/Proximity

Digital projects in web design, social media, intranet and web mkt, for brands such as Oreo, Pedigree, Ana Aeroportos, Smart and REN.

Lisbon
DEC 2012 - SEP 2013

DIGITAL DESIGN LEAD

McCann Erickson

During the whole year of 2013 had partnered with McCann Portugal as digital creative lead for many new business projects; clients included CGD, Oliveira da Serra, Santa Casa or Jumbo.

Lisbon
NOV 2011 - SEP 2012

DIGITAL CREATIVE DIRECTOR

Research & Design

Creative Director of this digital design boutique, where managed a team of 4 designers in web design and mobile apps projects; for Microsoft, BEST Bank, EasyPay, Logo, FNAC and Nokia, among many others.

Lisbon
DEC 2008 - NOV 2011

DIGITAL CREATIVE DIRECTOR

ActualSales

Creative Director at Portugal's leading Web Marketing Agency. Clients included Metlife, Logo, Johnnie Walker, J&B, Logo, Unibanco and many more. Also was responsible for opening the Madrid creative office selecting the creative team.

Lisbon
FEB 2007 - DEC 2008

SENIOR DESIGNER & ART DIRECTOR

McCann Erickson

Worked as Senior Creative in several projects in graphic design, advertising, packaging, point-of-sale and activation.

Lisbon
JAN 2007 - FEB 2007

SENIOR WEB DESIGNER

Leo Burnett

Freelance web designer at Leo Burnett Lisboa.

Lisbon
NOV 2006 - DEC 2006

SENIOR DESIGNER / ART DIRECTOR

Ogilvy & Mather

Worked as senior creative in several projects of graphic design, advertising, packaging, point-of-sale and activation.

Lisbon
SET 2006 - NOV 2006

SENIOR DESIGNER / ART DIRECTOR

Chilli Beans

Worked as senior art director in projects of graphic design, packaging, and point-of-sale.

Lisbon
NOV 2004 - JUL 2006

DESIGNER

DDLX

Worked as senior designer in projects of web design, graphic design and editorial.

Lisbon
APR 1995 - JAN 1998

MULTIMEDIA DESIGNER

Planet Multimedia

Planet: joined the recently-created Multimedia dept as webmaster e digital media designer. web design, web development, cd authoring, motion design, 3d/cad, sound editing.

BRANDS/CLIENTS

Volvo	Metlife
Virgin Atlantic	Sage
CBRE	Roche Labs
UBS	Oreo
O2 Arena	Ford
Natwest	Opel
Vrumi	Element Skateboards
Hugo Boss	Greenpeace (Brazil)
VISA, Europe	BEST (online bank)
Aquafresh	FNAC
IKEA	AEGON/Mongeral (Insurance, Brazil)
FIFA	RTP (state TV Channel)
Mars Petfood (Pedigree, Whiskas)	TAP (airline company)
Samsung	ANA Aeroportos
GAP	Sagres (beer)
Microsoft	SICAL (coffee maker)
Martini	Galp (oil company)
Nestlé	REN (electricity network)
Butlin's	Jumbo (supermarket network)
L'Oréal Paris	

EDUCATION

Lisbon INCOMPLETE DEGREE
1992 - 1996 Faculty of Architecture (UTL)
Entered with a final average of 18 (1-20). First 2 years completed.

LANGUAGES

Portuguese	<i>native</i>
English	<i>fluent</i>
French	<i>fluent</i>
Spanish	<i>average</i>

TECHNOLOGY

Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●
Adobe Flash (AS 2.0)	●●●●●●●●●●
Adobe Fireworks	●●●●●●●●●●
Sketch	●●●●●●●●●●
Omnigraffle	●●●●●●●●●●
PaintCode	●●●●●●●●●●
Maxon Cinema4D	●●●●●●●●●●
Office Apps	●●●●●●●●●●
Proto.io	●●●●●●●●●●
Marvel	●●●●●●●●●●
InVisio	●●●●●●●●●●
WebFlow	●●●●●●●●●●
HTML 5	●●●●●●●●●●
CSS 3	●●●●●●●●●●